

# TOURISM INFORMATION AND PROMOTION FUND (TIPF) GRANT SPECIFICATIONS

REVISED 3/1/00

The Tourism Information and Promotion Fund (TIPF) is a 1:1 matching cash grant program that provides reimbursable funding assistance to not-for-profit organizations in the areas of tourism marketing and research. This grant has two fundamental goals:

- To act as seed money in funding a new promotional and/or research project.
- To increase tourism visitation in the applying organization's county and the State of Indiana.

TIPF monies are available for projects that demonstrate promotion to the leisure travel market including those targeted to individual leisure travelers and the leisure travel trade. TIPF will not fund projects addressing the convention or business travel market.

Deadlines for completed applications and supportive data are **June 15 and November 15**.

All materials must be received in the Indiana Tourism Office by the close of business of the deadline date (or the next business day, if the deadline falls on a weekend or holiday) to be eligible for consideration. \$300,000 is available for disbursement on an annual basis (\$150,000 per cycle.)

## GENERAL REQUIREMENTS

- All applicants must be an **incorporated not-for-profit** in good standing with the Indiana Secretary of State's Office by the time the application is due. To inquire regarding not-for-profit status please call the Indiana Secretary of State's Office, Corporations Division at 317.232.6576.

- Listed below are the types of **projects that have been funded in the past**. The TIPF is not limited to these projects, however, other kinds of projects should be discussed with a member of the Tourism Development Division prior to application.

brochures	rack cards	market research studies
billboards	print advertising	technological design/planning
radio advertising	television advertising	

**The following are NOT eligible costs:**

administrative costs	in-kind services	equipment/trade show booths
postage	travel	fulfillment costs
newsletters	sales tax	materials distributed only on-site

- The total dollar amount requested should not exceed 50% of the total eligible costs of the project and is limited to a maximum request of \$25,000.00.

- A representative of the applying organization is required to **meet with an Indiana Tourism staff member** prior to submitting the application to discuss the project. Failure to meet with a tourism staff member will result in the application not being considered for funding assistance.

- Only one application may be submitted by an organization per cycle. An exception will be made only in the event of an organization submitting a marketing application and a research application in the same cycle if the two applications compliment each other.

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- Organizations are eligible to apply again to the TIPF if their previous project has been completed in full and the new request for funding does not reflect the same promotion as previous submissions.

- All projects must include the words: “**Produced in cooperation with the Tourism Development Division, Indiana Department of Commerce**” as required by Indiana code 4-4-3.5. Failure to comply with this statute is a direct violation of the Indiana Code and will result in approved funding being revoked.

In addition, the Indiana Tourism Division STRONGLY encourages projects to include the Indiana Tourism Division **logo and toll-free number** on their material. Logo graphics are available upon request.

- **The grant recipient must submit the final copy of the sign, advertisement, brochure or any other printed material), etc. to the Indiana Tourism Division for approval before final submission, release, or printing.**

- If applying in support of a special event or festival, the date of such event must occur at least **four months** from the application deadline date.

## SUBMISSION OF APPLICATION

All applications must be **typed**. Applications are available on disk in Microsoft Office 2000. However, only hard copies of your application will be accepted.

**Mock-ups** of your project(s) (advertising design and/or scripts) must be submitted with the application. This should represent the anticipated finished appearance of the project. If submitting oversized mock-ups, please provide a copy on an 8 1/2 x 11 format for reproduction.

Applying organization will need to submit **rate sheets and outreach maps** for each venue that is cited in the application. Organizations should highlight the rates that will apply to their project.

At least **two (2) bids** need to accompany requests for any services for which the applying organization will be utilizing an outside supplier (printing, artwork, video production, etc.) The lowest bid will be considered for funding, however, the applicant may use either bidding vendor absorbing the difference in the cost.

An application not including two bids will be considered only if the applying organization shows that:

- 1) Only one vendor can provide the service (sole source).
- 2) That the single vendor is on written contract with the applying organization for all similar projects.
- 3) There are limited sources of service, ie:
  - a) **Billboard Advertising:** One vendor proposal is acceptable due to limited availability of vendors. The bid should address the cost of the production of the board(s) and the display charges.
  - b) **Research:** You must demonstrate that you have requested at least two bids from qualified research vendors. (Copy of the cover letter and signed certified letter receipt must be presented as proof of your request for bids.) The vendors must have executed a tourism research project in the past.

**Indiana vendors shall be used** unless the applicant verifies that a particular material or service is not available in Indiana or the Indiana vendor is deemed too expensive. The State of Indiana encourages applicants to include participation by minority owned, women owned, and small business entities in their projects.

The required **matching funds must be cash** and may be provided by any source except an agency or division of the State of Indiana. Your source of matching funds must be identified in the application.

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## **TIPF AWARD PROCESS**

The **TIPF Review Committee**, consisting of nine (9) voting members and six (6) non-voting members and appointed by the Lt. Governor of the State of Indiana, review and approve applications for funding assistance.

Two members of the TIPF Review Committee and members of the tourism staff will evaluate all applications. These **preliminary recommendations** are then forwarded to the full Review Committee along with copies of the applications and supporting data. Organizations are notified in writing of the preliminary recommendations prior to the TIPF Review Meeting.

Applications are then reviewed by the TIPF Review Committee in a public meeting traditionally held one to two months following the application due date. It is not required that applicants attend this meeting, however, you are invited to make an appointment to appear before this Committee if the applying organization does not agree with the preliminary recommendation.

All applicants who are approved for funding will be required to sign a grant agreement with the Indiana Department of Commerce. **No reimbursable expenditures can be made until this document is signed by the awarded organization.** Your organization should not expect to receive this document until at least six weeks after the Review Committee has made their decisions at the TIPF Review Meeting.

## **REVIEW COMMITTEE POLICY STATEMENT**

The TIPF Review Committee interprets Indiana Code 4-4-3.5 as having two major goals:

- To increase tourism visitation to the county/community/region where the project originates.
- To act as seed money to fund new promotional efforts and/or projects that would not necessarily be initiated otherwise.

The **criteria** that the Review committee considers when making awards includes, but is not limited to the following:

- |   |  |
|---|--|
| - effective use of the grant fund                 | - new promotional project                                  |
| - proposed tracking methods                       | - previous funding history                                 |
| - promotion of overnight visitation               | - economic impact of project                               |
| - long term planning                              | - cooperative effort with community support                |
| - enhance Indiana's status as tourism destination | - proposed distribution and advertising plan               |
| - cooperative and regional projects               | (plan should be based on 90% out-of-county distribution..) |

The Review Committee will consider the total amount available for funding as it compares to the total amount requested. Awards may be made for a portion of the existing request based on the merits and appropriateness of the project.

For your use as a tool, you will find attached to these specifications the scoring sheet that will be used by the Review Committee when considering your application.

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## REIMBURSEMENT OF EXPENDITURES

The grant recipient must submit the final copy of the sign, advertisement, brochure, etc. to the Tourism Development Office for approval before final submission, release, or printing.

**NO INVOICES OR CHECKS SUBMITTED FOR REIMBURSEMENT MAY BE DATED BEFORE THE DATE YOUR ORGANIZATION SIGNS THE TIPF CONTRACT.** Award of this grant is not officially recognized until your organization has agreed to the terms of the contract and therefore no expenditures before the date of signature will be recognized as reimbursable.

To claim your TIPF award, the grant recipient must provide the Tourism Development office with **proof of payment** of the organization's portion (at least 50% of the total cost) and proof of the total cost of the project. Proof of payment/total cost must include each of the following:

- √ Two (2) copies of the finished project. (i.e.: two copies of the brochure, two copies of the radio script, two photographs of the billboard on site, etc.)
- √ Vendor invoice(s) reflecting the total cost of the organization's project.
- √ a) Original canceled check(s). (Checks will be returned.) OR  
b) Copies of the cancelled checks. These must be copied front and back and NOTARIZED.

**One check** will be submitted to the grant recipient from the Auditor's Office of the State of Indiana. The Division of Tourism Development will accept one submission of invoices and checks (or copies thereof) per grant award. Therefore, all segments of the project should be completed before documentation is submitted for reimbursement.

Grant recipients should **allow approximately fifteen** (15) days following the return of the signed claim vouchers to the Indiana Tourism Division for payment from the TIPF. Checks are issued and made payable to the applicant, not to a vendor.

Projects must be **completed within one (1) calendar year** of the date of notification of the grant. Grant recipients may be given a sixty (60) day **extension** to finish the project and/or file the reimbursement claim only with the written approval of the Division of Tourism Development.

**Significant alterations to the project following approval by the Review Committee may require reconsideration of the application and/or project by the committee.**

Please address questions and concerns regarding TIPF to:

**Marianna Weinzapfel  
Development Manager  
Indiana Tourism Division  
One North Capitol, Suite 700  
Indianapolis, IN 46204  
(317) 232.8897  
(317) 233.6887 fax  
email: [mweinzapfel@commerce.state.in.us](mailto:mweinzapfel@commerce.state.in.us)**